

MAISON & OBJET

NEW & NOW

FASHION & ACCESSORIES

MUCH MORE THAN A SHOW, IT'S A GLOBAL EXPERIENCE

Over 5 days, twice a year
in January and September.

The biggest international
professional event for interiors,
design and lifestyle

70,000
UNIQUE VISITORS/
SESSION OF WHOM
40%
ARE
INTERNATIONAL

2,500
BRANDS
OF WHICH
25%
ARE NEW
EACH SHOW

1,000
JOURNALISTS,
INFLUENCERS,
BLOGGERS
PER SHOW

OVER 3M
VISITORS
TO OUR
DIFFERENT
WEBSITES*

1,1M
INSTAGRAM

717K
FACEBOOK

64K
PINTEREST

72K
LINKEDIN

29K
TIKTOK



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE LEADS

TARGET AND MEET THE RIGHT BUYERS FOR YOU

from all over the world, thanks to Maison&Objet's
power of acquisition and loyalty generation

480,000

QUALIFIED
PROFESSIONAL
CONTACTS
(RETAILERS,
SPECIFIERS,
HORECA)

20

INTERNATIONAL
AGENTS
TO MANAGE
OUR LOCAL
MAISON&OBJET
COMMUNITIES

OVER 250

PARTNERS
MEDIA,
PRESS,
CHARITIES,
FEDERATIONS,
ETC.

OVER 25

NETWORKING
EVENTS
PER YEAR
WORLDWIDE*

OVER 90M

IMPRESSIONS
PER YEAR THROUGH
OUR PRESS AND SOCIAL
MEDIA CAMPAIGNS

2M

FOLLOWERS
ON OUR
SOCIAL MEDIA

OVER 100

INTERNATIONAL
AMBASSADORS



* On average for 2024 and 2025 shows





YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE LEADS

EXPLORE
NEW MARKETS

without having to travel the globe

40%

INTERNATIONAL
BUYERS
PER SHOW

145

COUNTRIES
REPRESENTED
PER SHOW

FRANCE

58%

ITALY

5%

BELGIUM

5%

NETHERLANDS

3%

UNITED
KINGDOM

3%

SPAIN

3%

GERMANY

3%

UNITED STATES

2%

PORTUGAL

2%

SWITZERLAND

1%

* Sources: visitors, average of 2024 and 2025 shows

DISCOVER THE COMPLETE REPORTS FROM OUR MOST
RECENT SHOWS **SEPTEMBER** AND **JANUARY** SHOWS

MAISON&OBJET

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YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE SALES

MAKE THE MOST OF YOUR
BUSINESS OPPORTUNITIES

like nowhere else

2/3
RETAILER

1/3
SPECIFIERS

90
USEFUL
CONTACTS
PER EXHIBITOR
AND PER SHOW

92%
OF VISITORS
ARE LOOKING
FOR NEW
SUPPLIERS*

55
NEW LEADS
PER EXHIBITOR/
SHOW

1/3
BUYERS
VISIT THE SHOW
EXCLUSIVELY

70,000
INTERNATIONAL
BUYERS

799M€
IN TRANSACTIONS
OVER THE SHOW'S
5 DAYS**

86%
OF BUYERS MAKE
ORDERS DURING AND
AFTER THE SHOW*



WHAT YOU NEED TO KNOW

WHY EXHIBIT AT BOTH SHOWS?
32% of new buyers at each show*
70% of buyers attend only one show a year*

*Sources: visitor surveys, average over 2019 to 2023 shows
**Source: visitor survey January 2024



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE VISIBILITY

RAISE YOUR
BRAND PROFILE
using all the media clout
of Maison&Objet

1,000
JOURNALISTS,
INFLUENCERS,
BLOGGERS

OVER 2M
FOLLOWERS
ON OUR SOCIAL
MEDIA

OVER 1,6M
OF PAGE
VIEWS ON OUR
WEBSITE
MAISON-OBJET.COM

OVER 90M
IMPRESSIONS
THANKS TO
OUR PRESS
AND SOCIAL MEDIA
CAMPAIGNS

93%
OF BRANDS
ATTEND
TO RAISE
THEIR
PROFILE*

* Sources: exhibitor surveys, average over both 2023 shows



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE VISIBILITY

BOOST THE VISIBILITY
OF YOUR PRODUCTS

THE TREND SPACES

Capture buyers' attention
with a selection of new products
from our trend hunters

33%

OF BUYERS SPEND TIME
AT THE INSPIRATION SPACES*

VISITOR ITINERARIES

Have buyers spot you easily by being
part of our themed visitor pathways

60%

OF VISITORS MENTION THE QUALITY
OF EXHIBITORS ALONG PATHWAYS**



WHAT YOU NEED TO KNOW

TO BE SEEN FIRST
BY YOUR FUTURE BUYERS
put your product photos online as soon
as you launch your personal pages.

*Sources: visitor surveys, average over 2019 to 2023 shows
**Source: visitor survey January 2024





EDITORIAL MELANIE LEROY

Managing Director SAFI
Maison&Objet

"In a very challenging economic climate, Maison&Objet is determined to fully play its part as a Business Partner by your side. More than ever, we're putting all our energy into generating more business opportunities with buyers who support your development. To achieve this, we are mobilizing three strategic levers.

- **The acquisition of qualified visitors, thanks to in-depth work.**
- **Innovation, through events adapted to market needs.**
- **Inspiration and a bold approach, because Maison&Objet is designed to surprise, shake things up and offer a unique experience.**

At the same time, the program of conferences for the two shows feeds this dynamic with contributions from recognized experts and opinion leaders, exploring the sector's major trends and challenges. All of these actions have only one objective: to make Maison&Objet a true catalyst for introductions, opportunities and success for each and every one of you."

FASHION & ACCESSORIES MANIFESTO

A conversation between fashion and design.
One dresses the other, one enhances the other.

Materials, lines, textures: from clothes to jewelry and leather goods,
the wardrobe is becoming part of our home interior.
Objects resonate with allure. Here, curation is cutting-edge
as fashion brings a lifestyle perspective.

A conversation in which the on-trend object gives meaning
to a constellation of functional compositions and aesthetic
assortments that are adapted to new uses.

Decompartmentalized and hybridized, the fashion object in all
its guises becomes the spearhead of home trends, a lifestyle that
embraces and federates fashion, objets d'art and the home
under the same roof.

An obvious and necessary complementarity.





Source: visitor scans - Maison&Objet January 2025

MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Fashion & Accessories means meeting buyers looking for on-trend and ultra-creative fashion accessories that reflect what's happening in style today.

62.7%

CONCEPT STORES, RETAILERS,
INDEPENDENT STORES

22.1%

RETAIL CHAINS, DEPARTMENT STORES, ONLINE
STORES + WHOLESALE, CENTRAL BUYING OFFICES,
OTHER (PRESS, SCHOOLS, INSTITUTIONS, ETC.)

10.3%

ARCHITECTS, INTERIOR DESIGNERS,
DECORATORS, DESIGNERS

4.9%

MANUFACTURERS, CRAFTSMEN

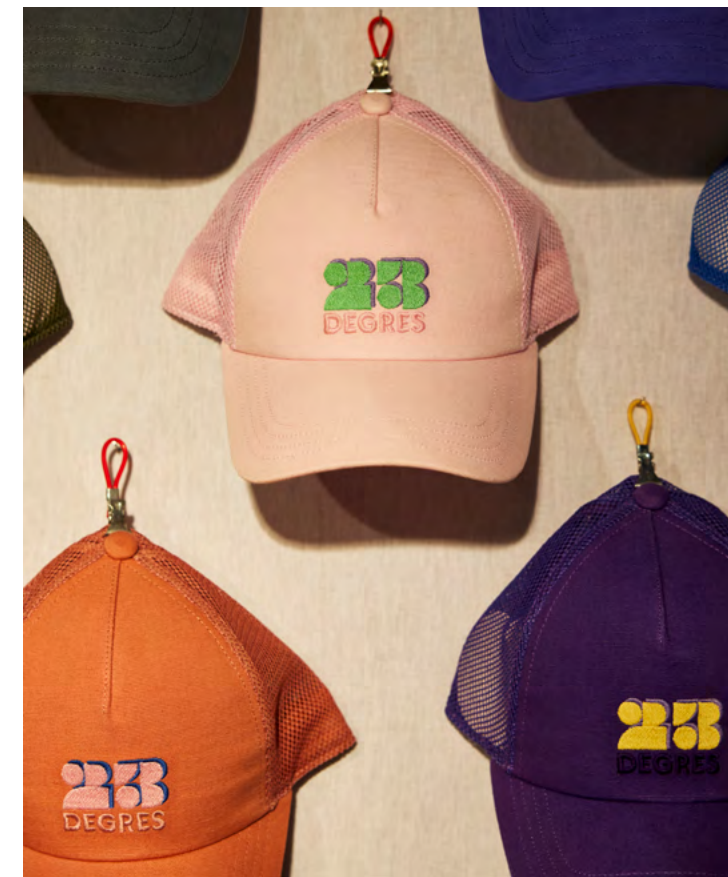
GRAPHICS

Visitors by country

| | |
|----------------|------|
| FRANCE | 54% |
| ITALY | 8.1% |
| BELGIUM | 5.0% |
| GERMANY | 4.2% |
| SPAIN | 3.6% |
| UNITED KINGDOM | 3.3% |
| UNITED STATES | 2.4% |
| SWITZERLAND | 2.4% |
| AUSTRIA | 1.4% |
| NETHERLANDS | 1.4% |



BE IN THE RIGHT ENVIRONMENT



TESTIMONIALS

"Maison&Objet is such an amazing way to see what's going on in the world and have a sense of what is trending and what people want."

"Maison&Objet is really good at doing categories in a different way than other shows. I think that's what makes it really special."

Sara Evaristi, Buyer @magasin du nord Copenhagen Denmark

"We had the chance to meet existing customers and give them an update on our important work in Nepal and show the newest additions to the range. Importantly, the show also gives us the opportunity to meet new and interesting leads from all over the world."

The international audience ensures our return year after year. We simply cannot start the season without attending Maison&Objet. It gives our brand the international visibility we need."

Care by me

"Maison&Objet is a must-attend show in France and abroad, as part of a national and/or international expansion strategy. It offers a wide range of new products, as well as all the must-haves."

Rive droite

"The show went very well, it was the best I've experienced in the last ten years. We have doubled the number of orders we usually take."

Rosalba

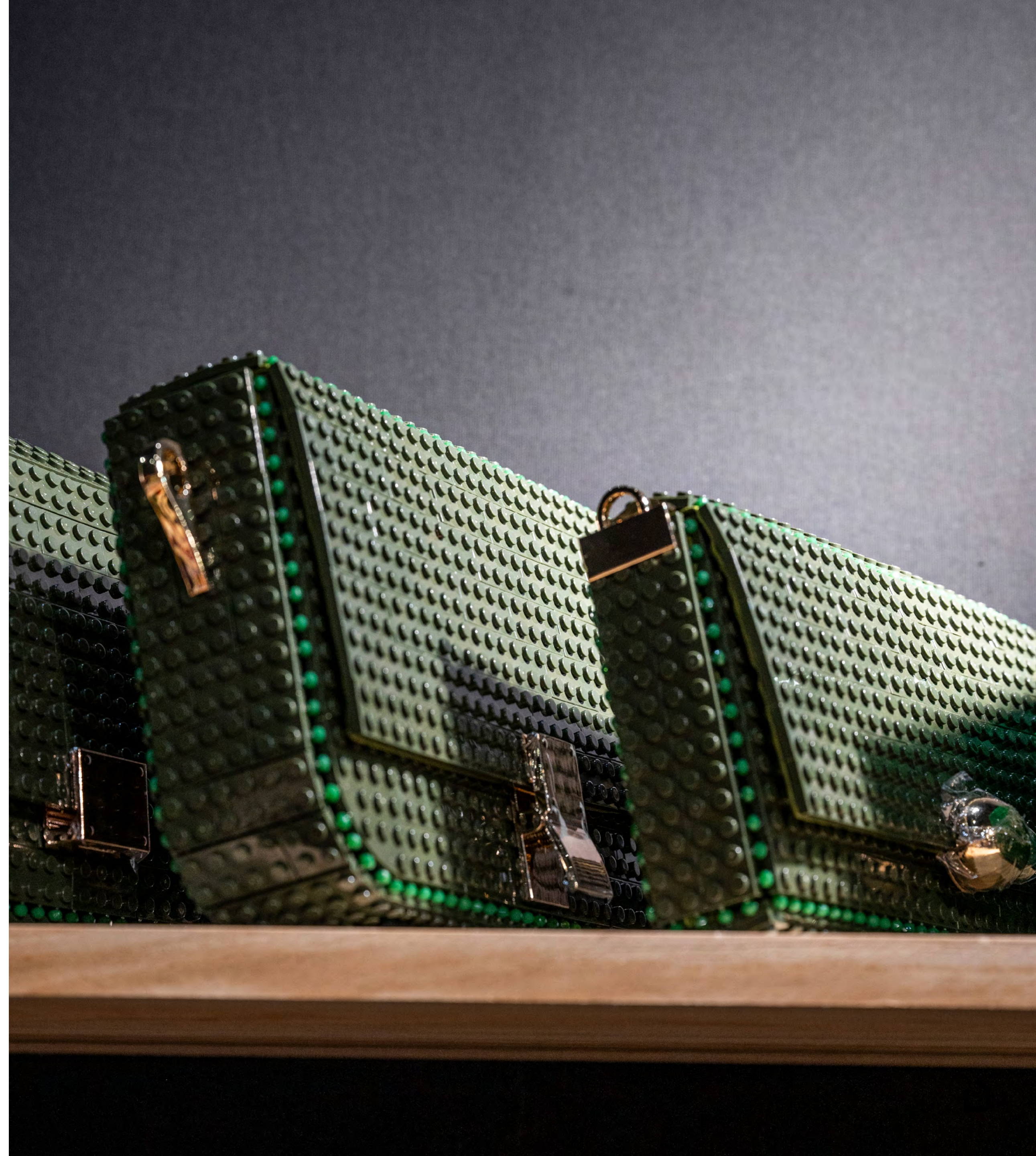


A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

Your challenges are our priority. Maison&Objet is proud of its in-depth work acquiring qualified visitor leads for the Fashion & Accessories sector.

We have set up innovative digital tools and improved how we attract targeted leads: retailers and professionals from the fashion industry, both in France and abroad. These initiatives are also supported by meetings and events organized around the world, offering exceptional opportunities to build strong relationships with key industry visitors.

Finally, throughout the year, an advertising plan dedicated to the Fashion & Accessories sector will be rolled out, with the aim of acquiring qualified international buyer leads.



MAISON&OBJET GROUP, A COMPLETE RANGE OF PHYSICAL AND DIGITAL SOLUTIONS



2 SHOWS IN JANUARY & SEPTEMBER IN PARIS

140K B2B visitors / 50% international
5K brands/exhibitors / 60% international
200 sqm, 100 talks, 30 exclusive exhibitions



1 PATHWAY IN JANUARY IN PARIS

The top 100 most beautiful Parisian addresses for interior decor and design



1 B2B & B2C FESTIVAL IN SEPTEMBER IN PARIS

500 brands/designers
100K attendees, 10 talks



1 MUSEUM CAPSULE IN DECEMBER IN HONG KONG

15K visitors
150 brands/designers



1 NETWORK / 100 INFLUENTIAL MEMBERS

1 event in June in Paris
2 VIP dinners in Paris during Maison&Objet Paris
4 international VIP dinners (USA, Dubai, Europe, Hong Kong)
2 award ceremonies / 10 talks



1 MARKETPLACE

6K brands
65K new products available for sale
3M page views per year

INTERNATIONAL MEDIA POWER AT YOUR BRAND'S SERVICE



OVER 5M

WEBSITE VISITORS
PER YEAR



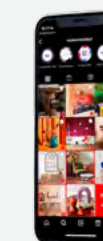
OVER 600K

NEWSLETTER
CONTACTS
WITH AN AVERAGE OPEN RATE OF 33%



2,1M

FOLLOWERS
ON SOCIAL MEDIA





JOIN THE COMMUNITY

FASHION & ACCESSORIES

BLEUFORÊT
FABRICATION FRANÇAISE

CAVAL

ÉPICE PARIS

PANAFRICA

SAINT JAMES
NÉ DE LA MER

LE VENT
À LA FRANÇAISE
FABRIQUÉ EN FRANCE

WOUF

MAÇON&LESQUOY

MOIS MONT
ECHARPES ET ACCESSOIRES DE QUALITÉ

CABAIA

rivedroite
PARIS

sorbet island

CLUSE

JACK GOMME
PARIS

flotte.

INOUI ÉDITIONS

THE CRAFTS SHOP
HANDMADE JEWELRY VIENNA

Fabien Ajzenberg
PARIS

N

CARE BY ME
Social luxury

MAISON & OBJET

NEW & NOW